

# INSIDE

## SAN JOSE

A CITY OF SAN JOSE PUBLICATION  
www.sanjoseca.gov

## SAN JOSE Conserves

### Chick Flicks

#### City Hall Falcons Hatch Triplets!

Ok, technically they're called ayes-  
es, but the successful hatching of  
three endangered peregrine falcons  
by any other name is still amazing.  
As the Falcon Cam rolled Clara  
and José began hatching the fuzzy  
fledglings on Friday, April 28th with  
the last one arriving on Saturday  
night. All three nestlings appear to  
be healthy, happy and hungry. The  
City's website received over 21,000

hits in one weekend as people from  
all over the world, including Canada,  
Great Britain and even the troops in  
Iraq, monitored their progress. We'll  
continue watching as Clara and  
José raise their young. Their most  
dangerous challenge is still ahead--  
learning to fly. To watch Falcon  
Cam, go to <http://falconcam.sanjoseca.gov/nest>.

### Results of Surprise Inspection

#### No Surprise

##### *Water Pollution Control Plant Aces Inspection*

Under the oversight of the U.S. Environ-  
mental Protection Agency, a staff member  
from Tetra Tech (consulting engineers)  
conducted a surprise general Water Pollu-  
tion Control Plant inspection in April. The  
Plant was given a score of 95 points out  
of 100 based on other facilities that had  
been inspected. The inspector was most  
impressed with the water quality lab and  
staff's overall knowledge. For more infor-

mation or to attend the Wonders of our  
Water Works tour go to  
<http://www.sanjoseca.gov>.

### Babies First Photos



José Fernando (dad) with chicks



Clara (mom) with chicks



Mom and dad feeding fledglings

San José Conserves	1	INSIDE THIS ISSUE
San José Innovates	2	
San José Streamlines	3	
San José Builds	4	
San José Cares	5	

The Mission of the City of San José is to provide quality public services, facilities and opportunities that create, sustain and enhance a safe, livable and vibrant community for its diverse residents, businesses and visitors.

## SAN JOSE Innovates

### Safe Medicine Disposal Days Wins Award

*Agencies Collaborate to protect the Bay*

The Bay Area Pollution Prevention Group (BAPPG) received an Environmental Protection Agency Award for its safe medicine disposal events. Last year, BAPPG held 39 pharmaceutical collection events throughout the Bay Area, including three in San José. Over 1,500 residents disposed of 3,634 pounds of unused drugs and reflected collaboration among agencies for sustainable disposal solutions. BAPPG represents 39 wastewater treatment plants throughout the Bay Area, including the San José/Santa Clara Water Pollution Control Plant. For more information on safe medicine disposal events contact <http://www.bacwa.org>.

### San José Builds Green

*June Summit to Feature Green Building Innovations and Winning Strategies*

The City and the Redevelopment Agency will host a Residential Green Building Summit for design, development, construction and financial professionals in the private and public sectors. The summit will show environmentally sustainable housing can be profitable to build.

Incentives, rating systems, and case studies will be highlighted, focusing on multi-family residential, high-rise, and production homes. Also covered in-depth will be the rewards of green building, how to negotiate through the various residential rating systems, how to incorporate

green building products and practices, and how to benefit from incentives and financing strategies.

The Summit will be held June 7, 7:30am – 2pm, Rotunda, San José City Hall, 200 E. Santa Clara Street. For more information, contact [green-workshop@sanjose.gov](mailto:green-workshop@sanjose.gov) or call 408-535-8550.

## SAN JOSE Streamlines

### City of San José Named to 'Best List' for Construction Industry

*Report Recognizes City's Proactive Approach*

In its March 2007 edition *California Construction Magazine*, featured an article lauding San José as a good City to do business with if you're in the construction business. The article cited such quotes as: "The City put together a good team and it's been smooth sailing."; "(San José) is the only sane large City in the State"; and "Everyone in Public Works and other departments is professional and accessible. They know what they're doing and realize that contractors are not the enemy. Bureaucracy has not taken over yet."

So why would San José businesses and residents care if contractors want to work here? Simply

put, contractors are a key element in the efficient delivery of quality projects that are supported the San José community. The more contractors that bid City work, the more competitive the bidding environment will be and, as San José becomes known as a good City to do business with, our construction costs will be lower as contractors compete to do work here. For more information about City construction contracts, please visit our Bid Hotline at <https://cpms.sanjoseca.gov/pub/BidHotline> or for more information about Public Works construction contracts, contact Kathi Forman at [kathi.forman@sanjoseca.gov](mailto:kathi.forman@sanjoseca.gov).

## SAN JOSE


**Innovates** *continued*

## San José Co Hosts CEOs for Cities National Meeting

*City Chosen for It's Creative Partnerships*

City of San José and San José State University co-hosted the CEOs for Cities National Meeting, May 1-2, throughout San José and Silicon Valley.

CEOs for Cities—an organization with a membership that includes mayors, corporate CEOs, university presidents, foundation officials, and business and civic leaders—serves as an idea lab and develops new innovations for urban leaders working to strengthen American cities.

Carol Coletta, President and CEO of CEOs for Cities, said,

“We chose to host our first west coast meeting in San José because it is a dynamic international city that is rebuilding a vital

urban center through creative partnerships, such as with its the city-university joint library.”

Utilizing the theme, Leveraging Anchor Institutions for Urban Success, members and invited experts will discuss how to turn traditional urban amenities into new urban assets that contribute significantly to urban success.

According to Kim Walesh, Assistant Director of Economic and Cultural Development, City of San José, the evolution of tomorrow's cities will depend greatly on how municipalities integrate and partner with significant establishments.

“Engaging urban assets like higher education institutions, libraries, performing arts venues, museums, and hospitals as powerful engines of

competitive advantage can help further differentiate a city. This is extremely crucial when courting both global companies and talent to a city as well as nurturing home-grown businesses,” Walesh said.

CEOs for Cities serves as an ideal lab for urban leaders working to strengthen American cities. They help members of their national network—mayors, corporate CEOs, university presidents, foundation officials, and business and civic leaders—discover the trends that will affect cities,

**“We chose to host our first west coast meeting in San José because it is a dynamic international city that is rebuilding a vital urban center through creative partnerships, such as with its the city-university joint library.”**

decipher what can be done to respond, and develop new innovations to put to work in cities. CEOs for Cities conducts original research, holds national meetings for its members, conducts Urban Innovation Workshops and helps to drive the national agenda for cities through policy recommendations and public relations efforts aimed at telling the new urban narrative — one of progress, promise and opportunity for cities. For more information, visit <http://www.ceosforcities.org>

## SAN JOSE Builds

### San José and Okayama, Japan Kick Off 50th Anniversary of Sister City Relationship

*Golden anniversary includes diverse cultural, academic, ceremonial and business celebration and collaboration*

The four-day 50th anniversary celebration of the sister city affiliation between San José, California, and Okayama, Japan, began Friday, April 27, with a ceremonial flag-raising, hosted by San José Mayor Chuck Reed and Shigeo Takaya, Mayor of Okayama. They were joined by Councilmember Forrest Williams, who speaks Japanese, and more than 300 members of a multi-generational delegation from Okayama.

The delegation included business, academic, and trade leaders as well as elected officials, students and Okayama residents. The group toured San José's Japanese Friendship Garden—originally modeled after the Okayama's famed Korakuen Gardens and visited the

commemorative gate at Kelley Park built in part by funds donated by the citizens of Okayama following the 40th anniversary the San José-Okayama affiliation. They enjoyed a traditional American barbeque at the San José Municipal Stadium, followed by a baseball game between the San José Giants and the High Desert Mavericks. The evening was capped by a gala reception and dinner at San José City Hall Rotunda. On Sunday, the delegation attended the 30th annual Nikkei Matsuri, Japanese American Cultural Festival, held in San José's Japantown. The Okayama Youth Orchestra

and the San José Youth Symphony's Philharmonic Orchestra performed a "Side-by-Side Concert," at the San José Repertory Theatre. Things took a decidedly business turn as the San José/Silicon Valley Chamber of Commerce, the Japanese American Chamber of Commerce of Silicon Valley  
*continued on page 5*





and the Japantown Business Association joined the City in sponsoring a San José/Okayama, Japan Business Seminar, on Monday, April 30, at City Hall. The seminar covered a range of topics, including; investigating trade, investment, partnership opportunities with Japanese firms; recognizing the importance of business culture issues in international business; how failing in business start-ups can lead to later successes.



Another group, comprised of representatives from non-government organizations (NGOs), took part in meetings with San José NGOs. Additionally, Okayama University officials will meet with the representatives from San José State University Research Foundation and the US Market Access Center. For more information, visit, <http://www.sj-okayama.org>.



## SAN JOSE Streamlines *continued*

### City Auditor's Office Awarded the Gold

*Office Recognized for Publication*

The Association of Local Government Auditors (ALGA) has awarded its prestigious 2006 Knighton Gold Award for the best Medium Audit Shop Audit Report to the San José City Auditor's Office. This is the third time in the last five years that ALGA has recognized the San José City Auditor's Office with its Knighton Gold Award. ALGA recognized our report entitled An Audit Of Citywide Grant Oversight: Citywide Grant Administration Needs To Be More Centralized, Coordinated And Consistently Applied.

The report was chosen because it evoked a fundamental change in the City's approach to monitoring and overseeing City grants. The new grant administration process focuses on the cre-

ation of a centralized grant oversight committee, a financial monitoring criteria to identify higher risk grantees and database. The database tracks the grants given and compliance with grant contract provisions. The grant process and the audit results had a significant impact with over 650 grants valued at \$40.5 million being awarded to non-profit organizations during the audit year. The audit included a comprehensive look at the City's grant administration using best practices to develop recommendations that would strengthen and improve oversight. For more information on the City Auditor's office call (408) 535-1250 or contact webmaster.auditor@sanjoseca.gov.

### New Case Search Feature Puts Enforcement Info at Public's Fingertips

*Online Search Available 24 Hours a Day*

If you are itching to know whether anything is being done about that blighted property down the street, you can now access the latest information available through Code Enforcement's newest on-line feature – Case Search. The new service will allow you to search for information by address or case number. All active or closed code enforcement cases from the past two years are available for viewing. Case Search also helps staff respond more quickly to records requests. For example, brokerage companies frequently submit requests to check if there are any pending enforcement cases for large condo or apartment

properties before they approve a loan. Prior to the online search function, this research would have taken three staff people and about an hour to complete. With the search feature, one person can complete the response in 10 minutes. For more information call (408) 277-4528 or visit <http://www.sanjoseca.gov/CodeEnforcement> and click on the "Case Search" button.

# SAN JOSE

## Streamlines

### Video Highlights Importance of the City's General Plan Update

*Residents Can View Update Priorities Online*

City planners are busily meeting with community groups throughout San José this spring to gather input on the proposed update to the City's General Plan. About 25 meetings have been held so far and over 350 attendees have seen a short video introducing the history of the General Plan, the update process and why it matters. "We produced a 6-minute video in-house," says Stan Ketchum, Principal Planner in charge of the General Plan update, "because we knew we'd need something to quickly engage people at the meetings. The video makes it easier to deliver consistent information." The General Plan – often called the blueprint for a

City's growth and development – was discussed by City Council at a study session open to the public on Thursday, May 3rd from 9:00 a.m. until noon in the Council Chambers at City Hall. Planning staff presented the findings from the community meetings and solicited direction from Council on the work plan for the proposed update process. Once the update process is approved, it will take approximately two and a half years to complete. More information, including the video, can be found at [http://www.sanjoseca.gov/planning/gp\\_update](http://www.sanjoseca.gov/planning/gp_update) on the City's website.

### Building Smarter... for Disasters and Everyday Life

*Building Safety Week to Highlight Code Improvement and Safety*



*Inspectors watch closely  
as high rise goes up.*

California has some of the strongest building codes in the nation, in part to prepare for our most likely natural disaster – earthquakes. Our codes are constantly being reviewed and improved to take into account what we learn from every day experience, as well as, natural disasters. The current cycle of revision and implementation will continue in January 2008 when California adopts the 2006 International Building Code. Development Center is one of City's busiest service providers, performing 11,000 plan checks, issuing 33,000 building permits and conducting 190,000 field inspections annually. Next week, the City will celebrate Building Safety Week to honor the professionals who develop and implement building codes to change the devastating effects of natural disasters and other building tragedies around the world. Visit the informational displays in the lobby of City Hall from May 7 – 11 to learn more about your role in building safety or go to <http://www.sanjoseca.gov/development>.

# SAN JOSE Cares

## Strong Neighborhood Initiative Tallies Success

*SNI Implementation Meets Community Goals*

Since the inception of the Strong Neighborhood Initiative in 2002, community partners, the Redevelopment Agency, and City departments have accomplished an astounding amount. They have completed 122 "Top-Ten" capital projects – parks and neighborhood centers constructed, streetscapes enhanced, traffic signals installed, one-way couplets converted. They have removed more than 14,000 blight conditions and developed the innovative "Blight Busters" Code Enforcement volunteer program.

The nationally recognized program established 19 Neighborhood Action Coalitions (NAC) with thousands of participants actively engaged in neighborhood improvements projects, meetings, and events and invested over \$100 million in City and Agency funds on neighborhood-

identified priorities throughout the 19 SNI Areas.

Many of the 19 neighborhoods have completed the "Top Ten" list and have begun the "Renewing the Action Agenda" process to identify the next set of "Top-Ten" priorities. The new "Top-Ten" lists are intended to be a balance of projects that neighborhoods can initiate and implement in addition to projects involving City and community services and capital improvements.

The success and benefit of these neighborhoods has expanded to the rest of the City. In a recent review of tax revenues by the City of San José and the San José Redevelopment Agency, the data suggests that the Strong Neighborhood Initiative (SNI) area exhibited strong positive growth in revenues. SNI property

tax revenue in Fiscal Year 2006-07 was \$116.9 million compared to \$58.7 million in Fiscal Year 1999-2000, a total growth rate of nearly 100 percent in the SNI areas, while the rest of the city experienced only 72 percent growth rate in the same time period.

The Agency does not collect tax increment from these areas so the City of San José will receive increased property tax revenue of approximately \$7 million of the \$14 million total this year. This will go to the General Fund to pay for public services such as police officers, fire fighters, parks, libraries and community centers.

The Strong Neighborhood Initiative (SNI) is a partnership of the community, City of San José, and the San José Redevelopment Agency to build clean, safe, and attractive neighborhoods with independent and capable neighborhood organizations. The San José Redevelopment Agency Board/City Council adopted the SNI Redevelopment Plan in 2002. For more information on the Strong Neighborhood Initiative, go to <http://www.strongneighborhoods.org> or call (408) 535-8500.

## A Call to Public Service – "Get Ready to Respond to Your Future"

*work2future Program Promotes Careers in Public Service*

With two-thirds of the City workforce reaching retirement age within the next five years, the City has already begun succession planning. The outreach begins in local high schools. More than 300 high school students took advantage of "A Call to Public Service" to learn about the jobs public service. The young people had a chance to learn from our various community service professionals including City Government, the Water District, the Housing Authority and Police and Fire De-

partments. As a special feature the work2future folks arranged internship opportunity interviews to give City leaders of tomorrow a chance to experience first hand what "Serving YOUR Community" really means.

After motivational presentations by some of the real success stories that are now some of our civic leaders, the afternoon was filled with workshops. The Black Chamber, the Hispanic Chamber, and Ric Giardana of

Spirit Employed ran workshops on Resume Writing and Financial Education which was followed by the very popular "What are you Podcasting?" – Interviewing and Awareness. The highlight of the event was the much-anticipated Job Fair.

work2future has become a link and catalyst for both employers and employees powered by a staff works diligently to make these events happen. Together with the school districts, community leaders and organizations, the City of San José is planning for tomorrow today. For more information on work2future call (408) 277-2727 or go to <http://www.work2future.net>.



*Students explore the world of public service*